

# GREATER PHILADELPHIA VISITOR PROFILE

## Overnight Leisure 2016



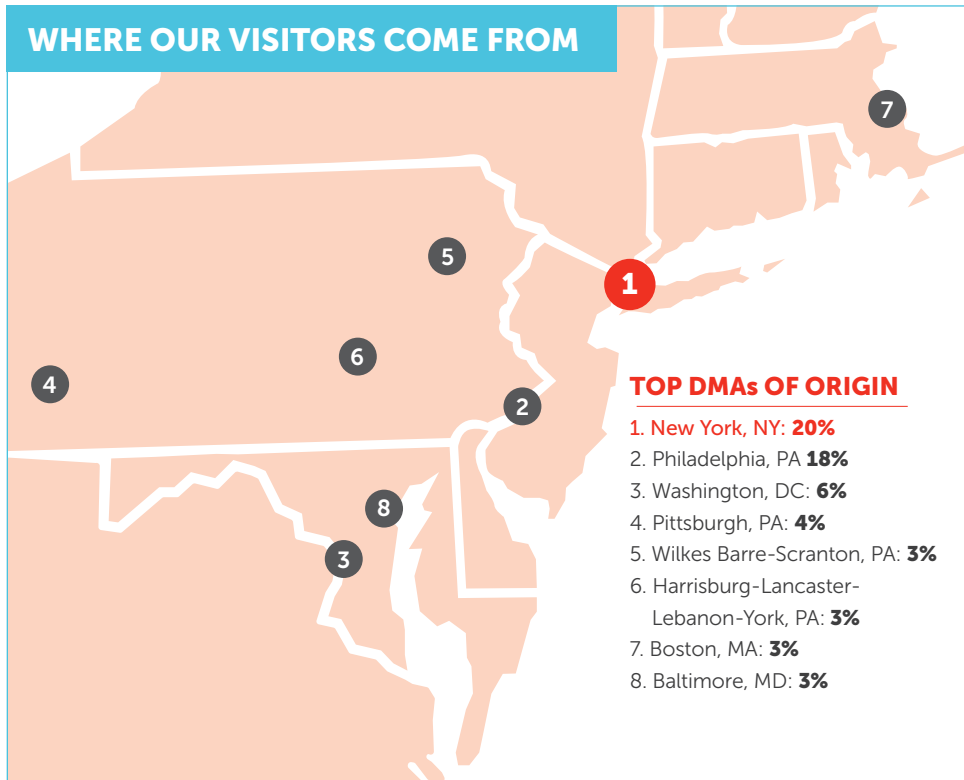
There were **14.7 million** overnight leisure visitors to the region in 2016. This is an increase of 3% over 2015 and an increase of 10% – 1.4 million visitors – since 2012.

### KEY FINDINGS ABOUT OVERNIGHT VISITORS

- The greatest proportion of overnight leisure visitors to Greater Philadelphia come from the New York DMA, followed by the Philadelphia DMA and then the Washington, DC DMA.
- Overnight visitors to Greater Philadelphia are more likely to travel by train and less by plane compared to the national average. They are also much more likely to stay with family and friends while here.
- Compared to the national average, a greater proportion of overnight leisure visitors to Greater Philadelphia have graduate degrees. On average, visitors to this region also have a higher household income.
- Overnight leisure visitors to Greater Philadelphia are more likely to visit art galleries/museums, historic sites and attend spectator sport events compared to the U.S. overall.
- A quarter of visitors to Greater Philadelphia travel with children. Comparatively, slightly more than a third (37%) of all U.S. travelers travel with children.

### VISITOR DEMOGRAPHICS

Greater Philadelphia vs. National	G.P.	U.S.
<b>Average Age</b>	<b>46</b>	<b>44</b>
18-34	32%	36%
35-54	36%	37%
55+	33%	27%
<b>Average Household Income</b>	<b>\$71K</b>	<b>\$67K</b>
over \$100K	27%	21%
\$50-\$99K	33%	39%
Under \$50K	40%	40%
<b>Ethnicity</b>		
Caucasian	78%	84%
African-American	13%	7%
Asian	5%	4%
Hispanic	6%	9%
<b>Education</b>	<b>67%</b>	<b>63%</b>
College/Associates	42%	40%
Post-grad	25%	23%
<b>Employment</b>		
Full-time	41%	46%
Part-time	9%	11%
Self-employed	7%	7%
Student	9%	7%
Retired	21%	16%
<b>Marital Status</b>		
Married/Living with a Partner	52%	62%



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### TRIP CHARACTERISTICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Length of Stay (Nights)	2.7	3.7
<b>Trip Type</b>		
Visit Family/Friends	61%	47%
Special Event	13%	9%
City Trip	9%	7%
<b>Accommodations</b>		
Hotel/Motel/B&B/Home Rental	55%	67%
Family/Friends	42%	27%
<b>Average Party Size</b>		
1 Person	25%	19%
2 People	42%	37%
3-4 People	23%	30%
Travel with Children	24%	37%
<b>Transport to/within Destination</b>		
Drive	80%	88%
Fly	15%	22%
Train	11%	5%
Bus	10%	6%

### TOP 10 OVERNIGHT VISITOR ACTIVITIES

Overnight leisure visitors to Greater Philadelphia partake in the region's celebrated dining, shopping, history and arts and culture offerings. Visitors also enjoy the many festivals and special events that occur throughout the year and the active nightlife.



#### 1. SHOPPING

Greater Philadelphia: **29%**  
National: **35%**



#### 2. MUSEUM/GALLERY

Greater Philadelphia: **29%**  
National: **18%**



#### 3. FINE DINING

Greater Philadelphia: **23%**  
National: **21%**



#### 4. HISTORIC SITE

Greater Philadelphia: **19%**  
National: **14%**



#### 5. PERFORMANCE ART

Greater Philadelphia: **12%**  
National: **16%**



#### 6. NIGHTLIFE

Greater Philadelphia: **12%**  
National: **11%**



#### 7. FESTIVAL/CONCERT

Greater Philadelphia: **9%**  
National: **9%**



#### 8. NATIONAL/STATE PARK

Greater Philadelphia: **9%**  
National: **11%**



#### 9. BREWERY/WINERY

Greater Philadelphia: **8%**  
National: **10%**



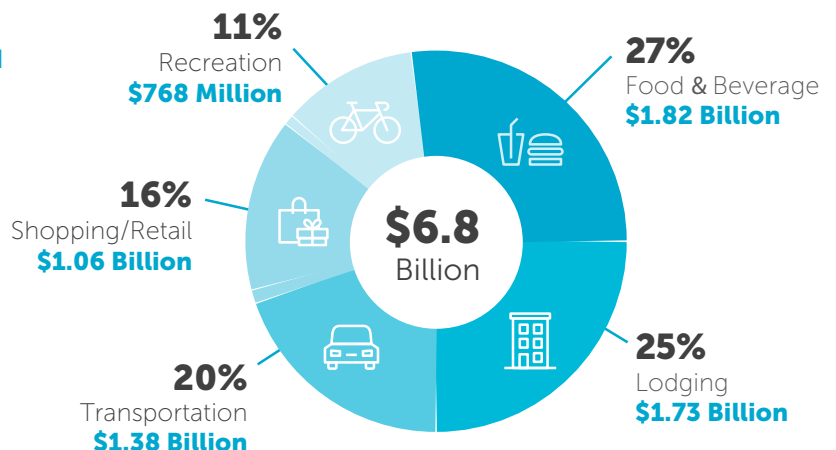
#### 10. SPORTING EVENT SPECTATOR

Greater Philadelphia: **7%**  
National: **5%**

## 2016 VISITOR SPENDING

Day & Overnight Visitors

Visitors to Greater Philadelphia (day and overnight, leisure and business) directly spent **\$6.8 billion** in the region in 2016.



The above categories comprise 99% of total visitor spending. The remaining 1% falls into various categories and totals an estimated \$67 million in visitor spending.